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A Research on Tourism Development Paradox and Success Criteria in Tourism

*İsa YAYLA [a]

[a] Ministry of Culture and Tourism, Ankara/Türkiye

Abstract

Almost all countries, especially underdeveloped and least developed countries, are in an effort to develop the tourism sector. The main purpose of this study is to gain a different perspective on success criteria in the tourism sector. In this study, the success in the tourism sector of the countries listed according to various criteria in the barometers published in the January 2023 by the UNWTO was compared with other data of countries such as GDP, area, population, import, export. It has been tried to reveal how successful any country, which is in the first place in a certain field, is according to different variables. In the study, the data of the countries in different fields were compared through tables and a different perspective was presented to the success criteria. As a result, it has been found that some countries, which are considered successful in tourism according to various criteria by UNWTO, are unsuccessful in comparison with other data.

* Corresponding Author
E-mail: isa.yayla@ktb.gov.tr (İ. Yayla)

INTRODUCTION

Tourism is a dynamic and highly complex sector that manifests itself in different parts of each global destination. Almost all destinations strive to be successful in and to develop tourism. However, in almost every strategic, long and short-term tourism plan, there are no statements about the extent to which the tourism sector will be developed. In addition, although there is no defined formula for any destination to be considered successful in tourism, successful and long-term tourism development is explained with the concepts of sustainability. Public institutions, well-established tourism organizations, local policy makers and other interested parties are the elements that most effectively support the success of the destination with a common vision of sustainability and innovation.

Tourism offers tremendous opportunities for the development of destinations. However, it should not be forgotten that every development and advancement model has a cost and negative effects can never be completely avoided. In order for tourism to be considered as a successful development tool, sufficient value must be produced and distributed in a balanced way within the society. It is suggested that all these costs should not exceed the long-term stakeholder benefits in successful tourism destinations (Khan et al., 2020).

According to the United Nations World Tourism Organization (UNWTO), 1.5 billion people participated in international tourism movements in 2019. Countries that aim to develop the tourism sector make efforts to direct these tourism movements to their own countries and carry out advertising and promotion activities. However, it is a matter of debate whether attracting more tourists will mean that a country is a successful destination. Tourism success is usually measured by tourist arrivals and tourism receipts, underestimating its negative impacts. A common belief is that smaller-scale alternative tourism (community-based tourism, backpacking or eco-friendly tourism etc.) is the only way to sustain the industry (Zhao & Ritchie, 2007: p.121).

Destinations which aim to develop the tourism sector and rank among the successful countries in tourism, often focus on attracting more tourists and increasing tourism receipts, ignoring the negative effects of tourism. Factors such as alternative costs of touristic investments, the capacity of services provided by local governments, and the cost of environmental pollution are often put in the background. Countries that attach more importance to sustainability in tourism, sometimes restrict the influx of tourists to any region and focus on more balanced tourism development. In addition, these destinations prioritize growth, quality and sustainability at a pace that they can meet the tourism demand.

Tourism activities greatly affect the social structures of a destination. Destinations that want to maintain successful tourism integrate social structures into tourism development. In this way, they can ensure the empowerment of communities and cultural protection. Intense tourism presence in a destination, which ignores local, social and cultural structures, causes cultural corruption, loss of identity and originality (Mason, 2003).

It is impossible to completely avoid the negative social effects of tourism movements. Depending on the excessive influx of visitors, visitor behavior can cause social reactions and conflict. Excessive tourist influx can also greatly damage a destination's reputation and popularity, endanger visitor safety, as well as jeopardize industry success (Peeters et al., 2018).

Rapid and excessive tourism growth can harm infrastructure development, environmental pollution and natural life. Without sustainable conservation plans, excessive tourism movements deteriorate natural areas, damage wildlife

and discomfort local people. In addition, the number of visitors exceeding the carrying capacity of a destination can lead to air, water and noise pollution, excessive use of water resources and increased waste.

In studies on success criteria in the tourism sector, financial status (Avcikurt et al., 2011), human resources (Brotherton et al., 2003), touristic product (Getz & Brown, 2006) and customer orientation (Lin & Fu, 2012) has come to the fore. In this study, tourism data of various countries that are considered successful in the barometers published by UNWTO and other indicators are compared and the results are reflected in the tables comparatively.

Literature Review

The tourism sector has the potential to bring economic benefits to communities by contributing to poverty reduction and promoting economic growth, especially in developing countries. Accordingly, destinations that have natural, historical and cultural assets but are among economically underdeveloped countries aim to provide economic growth and advancement by developing tourism.

As in all sectors, tourism also has various disadvantages. Damaged environmental and cultural assets as a result of excessive tourism movements are among the disadvantages of the tourism sector. Authorities share the aim of developing tourism in their plans, programs and objectives. However, it is seen that specific targets such as to what point tourism will be developed and how many tourists will be hosted in a certain destination within a certain time period have not been determined (Buhalis, 2000). When more tourists than expected visit a destination, various measures come to fore. For example, destinations such as the Netherlands, Barcelona, Paris, Lisbon, Vienna, Venice, Madrid and Reykjavik tend to take measures against excessive tourism movements. Limiting tourist influx at certain periods of a year or a day, limiting the number of tourists who can visit certain areas are some of the measures carried out in order to ensure that the local people do not feel constrained towards tourism and tourists are more satisfied with their visits (Bertocchi & Visentin, 2019).

Countries usually measure the success of their tourism industries with economic indicators. The number of tourists, tourism receipts, tourism expenses and the number of reservations are among the main indicators of how well a destination is doing in terms of tourism. However, as the negative effects of over-tourism are beginning to be noticed, it seems that economic data is only a small part of the tourism story and insufficient to paint a full picture of a destination's well-being (Hughes, 2018).

There is no single and correct definition and formula for determining a destination's success in tourism. A destination can generate billions of receipts from tourism activities, but when the local people become uncomfortable with tourism movements, the significance of tourism receipts for that destination begins to decrease. In increasingly crowded destinations, the preferences of tourists begin to change towards choosing less crowded destinations (Buhalis, 2000). Therefore, considering the numbers is not the only way to move from unsustainable extreme tourism to sustainable destination management.

Barometers showing the developments in world tourism are published by the United Nations World Tourism Organization, usually 6 times a year. In these barometers, countries are also listed in terms of number of tourists, tourism receipts and tourism expenditure, and the first 50 countries are included in the tables. Evaluations are also made on the basis of sub-regions, and comparisons are presented according to other regions and years. In light of this information, determinations are made about which fields the countries are more successful in. For example, according

to the May 2021 barometer, in the ranking of the country attracting the most tourists, it is seen that France is ranked first with 89,4 million tourists. However, the USA ranks first in tourism receipts and China ranks first in tourism expenditures (UNWTO). Therefore, it would be wrong to claim that any country is successful in tourism based on only one data.

Method

The aim of this study is to bring a new perspective to the success criteria in the tourism sector. In this direction, the secondary data on the tourism sector of the countries included in the January 2023 barometer published by the United Nations World Tourism Organization and the population, area, GDP, import and export figures of the countries concerned were subjected to a comparative analysis. Thus, indicators such as the ratio of tourism revenues to imports, the area and the number of tourists, the rate of tourism expenditures per capita, the rate of tourism revenues in GDP, and the ratio of the country's population and the number of tourists have been reached. Based on these indicators, the role of the ranking made by the number of tourists, tourism income and tourism expenses in explaining the success in the tourism sector is discussed.

Results

Achieving and maintaining success in tourism is among the goals of almost every destination. However, it is difficult to explain the success in the tourism sector with only certain numbers. Therefore, when different data are taken into account and compared with tourism data, the success situation may change. In the table below, the rankings of countries regarding the number of tourists, tourism receipts and tourism expenditures are given according to the data of 2021 included in the January 2023 barometer published by UNWTO.

Table 1. Ranking of Top 10 Countries by Number of Tourists, Tourism Receipts and Tourism Expenditures

Ranking	Countries	Number of Tourists (Million)	Countries	Tourism Receipts (Billion USD)	Countries	Tourism Expenditures (Billion USD)
1	France	48.4	USA	70.20	China	105.70
2	Mexico	31.9	France	40.60	USA	56.90
3	Spain	31.2	Spain	34.50	Germany	47.80
4	Türkiye	29.9	UAE	34.40	France	34.60
5	Italy	26.9	UK	33.10	UK	24.30
6	USA	22.1	Türkiye	26.60	UAE	21.80
7	Greece	14.7	Italy	25.20	South Korea	16.70
8	Austria	12.7	Germany	22.10	Italy	15.00
9	Germany	11.7	Mexico	19.80	Belgium	14.70
10	UAE	11.5	Australia	17.00	India	14.30

Ref.: UNWTO January 2023 Barometer

When the data shown in the table is examined, it is seen that France, which lies in first place in terms of the number of tourists in world tourism, comes second in terms of tourism receipts and fourth in terms of tourism expenditures. When countries are ranked according to tourism receipts, it is observed that the USA, which ranks sixth in terms of number of tourists, ranks first. The USA is in second place in terms of tourism expenditure. Ranking 12th in the number of tourists and 15th in the ranking of tourism receipts, China ranks first in tourism expenditures with 105.70 billion USD. This figure corresponds to approximately 1.5 times the tourism receipts of the USA, which has the highest tourism receipts, at around 70 billion USD.

When evaluated in general, it is seen that some countries which are among the top 10 countries in the number of tourists cannot be among the top 10 countries in terms of tourism receipts and tourism expenditures, and they are generally in last place. For example, while Greece and Austria ranked seventh and eighth in the world tourism rankings in terms of the number of tourists, they are placed among the top 10 countries in terms of tourism receipts and tourism expenditure. As another example, while Mexico ranked second in the number of tourists, and ninth in tourism receipts; it still couldn't make it into the tourism expenditures ranking. On the other hand, Türkiye ranked fourth in the number of tourists and sixth in the tourism receipts category, but was not included in the tourism expenditure category.

In Table 1, only the number of tourists, tourism receipts and tourism expenditure rankings are given. Although these rankings are important data in expressing the performance of the tourism sectors of the countries, it is thought that it will be insufficient to evaluate only on these data. In the following sections, inferences about which country is more advantageous in the tourism sector are made by comparing the tourism data of the countries with the data such as population, national income, surface area.

Number of Tourists

The number of tourists visiting a country is one of the key indicators of being considered successful in tourism. Because attracting tourists to a country and maintaining this situation are closely dependent on factors such as coordinated work, planning, effective advertising and promotion, the country's positive image in terms of safety and hygiene, and the public's hospitality by adopting tourists (Türker et al., 2019: p.113). In addition to these, factors such as museums, ruins, religious and historical structures, natural beauties and culture that a country has allow that country to host more tourists (Ayaz & Aydın, 2017: p.139). However, at this point, almost every country has to decide at what point the tourism goals such as "hosting more tourists and getting more share from tourism receipts" will be realized and at what point the country will reach saturation (Harrison, 2017: p.12). The number of tourists that countries attract is an important factor in the world tourism sector. However, the extent to which this number will progress is a controversial issue (Harrison, 2017; Andreu et al., 2014; Chang, 2015).

Depending on the number of tourists a country attracts, the uneasiness of local people, overuse of resources, damage to natural balance and pressure on cultural assets are among the topics of discussion. For example, Singh (2018) states that excessive tourism occurs when the number of visitors exceeds the number of local residents. In addition, the social carrying capacity, which covers the tolerance level of the host population and the degree of satisfaction of the visitors in the region with their holidays as a whole, is also a critical threshold (Saveriades, 2000: p.149). Keeping this threshold value in balance is an important issue which shows the success of a region in tourism. In the table below, according to the January 2023 barometer published by UNWTO, the ranking of the top 10 countries attracting the most tourists according to the number of tourists, their populations and areas are given.

When Table 2 is examined, it is seen that the country which attracts the most tourists is France. Considering that the population of France is around 68 million, the ratio of the number of tourists to the country's population is around 71%. In addition, the number of tourists per square kilometer in France is 88 people. When the table is evaluated as a whole, it can be said that excessive tourism movements are observed in Greece, Austria and the United Arab Emirates, where the ratio of the number of tourists to the population exceeds 100%. In addition, although it attracts approximately 17 million less tourists than France and ranks second in the number of tourists, it can be said that

Mexico is about 3 times better than France in terms of excessive tourism activities. The USA, which is in the sixth place in the ranking of the number of tourists in the table and attracting approximately 26 million less tourists than France, is the most advantageous country in terms of excessive tourism movements. The acreage of the USA is an important factor here.

Table 2. Various Data of Top 10 Countries in Number of Tourists

Ranking	Countries	Number of Tourists (Million) (a)	Population (Million) (b)	a / b * 100	Area (km2) (c)	a / c
1	France	48.4	68.07	71.10	551,695	87.7
2	Mexico	31.9	126.01	25.32	1,973,000	16.2
3	Spain	31.2	47.61	65.53	505,990	61.7
4	Türkiye	29.9	85.27	35.07	783,562	38.2
5	Italy	26.9	58.85	45.71	302,073	89.1
6	USA	22.1	333.28	6.63	9,834,000	2.2
7	Greece	14.7	10.68	137.64	131,957	111.4
8	Austria	12.7	9.10	139.56	83,871	151.4
9	Germany	11.7	84.27	13.88	357,588	32.7
10	UAE	11.5	9.28	123.92	83,600	137.6

Ref.: Compiled from the websites of the UNWTO and the official statistical institutions of the countries.

In the determinations made by considering the ratio of the number of tourists attracted by the countries according to the population and surface area, the regions and months where the number of tourists are concentrated should also be taken into account. Seasonal and regional density in two countries with almost the same surface area, population and number of tourists will have different results for these two countries. The number of tourists, evenly distributed according to months and regions, will not cause negative situations such as traffic jams, disruptions in services, excessive pressure on cultural assets and unrest among the local people.

However, especially in some months of the year and in some parts of the country, the crowd of tourists will cause the above-mentioned negative situations, a negative perspective will be formed among the people and the tourists will not be satisfied with their holiday experiences. Therefore, it is necessary to create tourism plans in a way that will ensure a balanced tourist flow according to months and regions, and measures should be taken to ensure that the balance is not disturbed. For example, it would be a more beneficial policy to diversify tourism as much as possible and try to spread it throughout the year, rather than just turning to tourism types such as sea, winter, culture and festivals.

Tourism Receipts

Receipts from tourism contribute to the social and economic fields of countries, especially the underdeveloped and developing ones, in various ways. Tourism receipts is of great importance in issues such as narrowing the current account deficit (Naseem, 2021: p.2), increasing employment (Sun, 2022: p.3), meeting the need for foreign currency (Qwader & Alawneh, 2023: p.6) and increasing the national income (Aydın, 2016: 246). In addition to these benefits, tourism income also contributes to regional development policies (Erol & Yazıcıoğlu, 2022: p.2930) and to reducing the difference in the level of development between regions (Akdemir & Selçuk, 2018:2035; Çımat & Bahar, 2003: p.2).

Table 3. Export Figures of Top 10 Countries in Tourism Receipts

Ranking	Countries	Tourism Receipts (Billion USD)	Export (Billion USD)	Share of Tourism Receipts in Exports (%)
1	Türkiye	26.6	225	11.82
2	Spain	34.5	383	9.01
3	UAE	34.4	425	8.09
4	UK	33.1	468	7.07
5	France	40.6	585	6.94
6	Australia	17.0	345	4.93
7	Italy	25.2	610	4.13
8	USA	70.2	1,754	4.00
9	Mexico	19.8	495	4.00
10	Germany	22.1	1,632	1.35

Ref.: UNWTO and World Trade Organization

Exports, which have effects such as meeting imports for the country's economies, creating new business areas and employment, closing the deficits in the balance of payments, express the total foreign sales of a country in a certain period (Üner & Karatepe, 1998). The tourism sector, which is one of the largest categories in international trade and contributes significantly to economic growth and development as an invisible export item, constitutes approximately 40% of all service trade worldwide (Bahar & Bozkurt, 2010).

In the table above, the tourism income of the countries included in the January 2023 barometer published by UNWTO, the export figures published by the WTO (World Trade Organization) and the ratio of tourism income to the export figure are given. When ranking according to the share of tourism income in exports, it is seen that Türkiye ranks first with a rate of 11.82%. Although it ranks fourth in the number of tourists, sixth in tourism income and 45th in tourism expenditures, Türkiye has achieved an important position in terms of the share of tourism income in exports. From this point of view, it can be said that tourism income is among the important export items for Türkiye as the country with the lowest export figures among the countries in the table.

In the table, it is seen that the USA and Germany are in first place in terms of export figures. After China, which meets 15.1% of the world's total exports alone, the share of tourism in the US economy, which ranks second in world exports with an export figure of 1 trillion 754 billion USD, with a rate of 7.9%, is approximately 4%. The share of tourism in the German economy, which ranks third with an export figure of 1 trillion 632 billion USD, is only around 1.35%. Therefore, it can be said that Türkiye is the country most dependent on tourism receipts with a rate of 11.82% among the top 10 countries in tourism receipts, especially with regards to the USA and Germany.

Table 4. Import Figures of Top 10 Countries in Tourism Receipts

Ranking	Countries	Tourism Receipts (Billion USD)	Import (Billion USD)	Import Coverage Ratio of Tourism Receipts (%)
1	UAE	34.4	348	9.89
2	Türkiye	26.6	271	9.82
3	Spain	34.5	418	8.25
4	Australia	17.0	261	6.51
5	France	40.6	714	5.69
6	UK	33.1	694	4.77
7	Italy	25.2	558	4.52
8	Mexico	19.8	522	3.79
9	USA	70.2	2,935	2.39
10	Germany	22.1	1,420	1.56

Ref.: UNWTO and World Trade Organization

Import, which is defined as the purchase of goods produced in other countries by a country, constitutes the foreign trade item in the country's balance of payments together with exports. Countries with high imports and low exports have foreign trade deficits. Most of the developing and underdeveloped countries have low export revenues, high import expenditures, and the current account deficit is increasing. At this point, the foreign exchange obtained through tourism plays an important role in reducing the negative situation in countries with foreign trade deficits (Cinel & Yolcu, 2021: p.100).

In the table above, in the January 2023 barometer published by UNWTO, the import figures of the countries with the highest receipts from tourism and the ratios of tourism receipts to imports are shown. When ranking according to the highest ratio, it is seen that the ratio of tourism receipts to imports of the United Arab Emirates is 9.89%. The ratio of tourism receipts to the imports of the USA, which has the highest import figure, is 2.39%. In Germany, which has the second highest import figure, this rate is 1.56%. Therefore, when an evaluation is made in terms of the ratio of tourism receipts to imports for the USA, which has the highest tourism receipts, it can be said that tourism revenues are insufficient. When the import figures and tourism revenues are compared, it is seen that Türkiye ranks second with a rate of 9.82%.

Table 5. Foreign Trade Balance of Top 10 Countries in Tourism Receipts

Ranking	Countries	Tourism Receipts (Billion USD)	Export (Billion USD)	Import (Billion USD)	Foreign Trade Balance (Billion USD)	Foreign Trade Deficit Coverage Ratio of Tourism Receipts (%)
1	Spain	34.5	383	418	-35	98.57
2	Mexico	19.8	495	522	-27	73.33
3	Türkiye	26.6	225	271	-46	57.82
4	France	40.6	585	714	-129	31.47
5	UK	33.1	468	694	-226	14.64
6	USA	70.2	1,754	2,935	-1,181	5.94
7	Italy	25.2	610	558	52	-
8	UAE	34.4	425	348	77	-
9	Australia	17.0	345	261	84	-
10	Germany	22.1	1,632	1,420	212	-

Ref.: UNWTO and World Trade Organization

When the import figure of a country is higher than the export figure, it means that the country's foreign trade is in deficit. In terms of the balance of payments item, tourism and foreign trade revenues are included in the current account, which is the first basic account of the balance sheet. Therefore, the current account balance of countries with high income from tourism is positively affected. The current account balance plays an active role in the development of the country's economy due to its increasing effects on economic growth (Cinel & Yolcu, 2021: p.100).

Table 5 shows the foreign trade balance and the ratio of tourism receipts to cover the foreign trade deficit, depending on the import and export figures of the top 10 countries in receipts from world tourism. When the table is examined, it is seen that the foreign trade balance of 6 countries among 10 with the highest tourism receipts is negative. It is also seen that the other 4 countries are in good condition in terms of foreign trade balance and among these, Germany ranks first with 212 billion USD. Among the countries with negative foreign trade balance, it is seen that Spain is the most successful country with a figure of 98.57%, according to the rate of closing the foreign trade deficit by tourism receipts. It can be said that Türkiye has closed a significant part of its foreign trade deficit (57.82%)

thanks to its tourism revenues. In addition, the USA, which has the highest tourism receipts, ranks second in world exports and first in world imports. The foreign trade balance is negative with the figure of 1 trillion 181 billion USD and this figure is approximately 17 times of the tourism income it receives. According to these figures, it can be said that the USA is the most unsuccessful country in terms of tourism income and foreign trade balance.

The most efficient way to increase tourism income, which is an important factor for national economies, is to increase per capita (tourist) income (Bozkurt et al., 2015: p.443). For example, it can be said that a country that hosts 50 million tourists and yet generates 50 billion USD in revenue is more unsuccessful than a country that reaches 50 billion USD with fewer tourists. In simpler terms, this situation can be compared to a business that sells fewer products, earning the same revenue as a business that sells more products. In the table below, per capita tourism income ranking of the countries providing the highest tourism income in January 2023 barometer published by UNWTO is given.

Table 6. Per Capita Tourism Receipts of Top 10 Countries in Tourism Receipts

Ranking	Countries	Tourism Receipts (Billion USD)	Number of Tourists (Million)	Tourism Receipts per Capita (USD)
1	Australia	17.0	0.26	68,990
2	UK	33.1	6.3	5,270
3	USA	70.2	22.1	3,180
4	UAE	34.4	11.5	3,000
5	Germany	22.1	11.7	1,890
6	Spain	34.5	31.2	1,110
7	Italy	25.2	26.9	940
8	Türkiye	26.6	29.9	890
9	France	40.6	48.4	840
10	Mexico	19.8	31.9	620

Ref.: UNWTO

As can be seen in the table above, Australia ranks first in tourism receipts per capita. Compared to the tourist numbers of other countries, Australia attracts very few tourists. According to the ranking in Table 1, it is also in the 10th place in the comparison of countries with the highest tourism receipts. This figure, which seems to be very high compared to other countries and raises doubts about its accuracy, is also similar to other barometers published by UNWTO. Although they could not enter the ranking of the top 10 countries with the highest tourism receipts, when evaluated in terms of tourism receipts per capita, it is seen that Japan reached 19,240 USD, New Zealand reached 13,980 USD, Thailand reached 12,000 USD and South Korea reached 10,810 USD. It can be said that the transportation costs increase the per capita income since the countries that have a tourism income per capita of more than 10,000 USD are mostly located in South Asia.

The fact that the tourism receipts per capita of France and Mexico, which ranks first and second in the ranking of the countries attracting the most tourists, is at the bottom of the table, shows that these countries receive a very low amount of receipts from tourists. Therefore, it can be said that France and Mexico, which are considered successful as the countries that attract the most tourists, are unsuccessful countries in terms of per capita tourism receipts parameter. The fact that Türkiye, which is fourth in the number of tourists and sixth in the ranking of tourism income, ranks eighth in the ranking of tourism income per capita can be interpreted as a medium level of success.

In the table below, the Gross Domestic Product (GDP) figures of the top 10 countries with the highest receipts

from world tourism are given and the ratio of tourism revenues to GDP is shown. GDP is defined as the monetary equivalent of all goods and services produced within the borders of a country in a certain time period by domestic or foreign companies and is the most frequently used criterion in determining the economic development levels of countries (Erden Özsoy et al., 2017: p.286). GDP per capita refers to the total GDP figure divided by the country's population. The USA has approximately 30% of the world GDP of 96.5 trillion USD and placed first in the ranking. When the tourism receipts of the USA, which is also in the first place in the world tourism receipts ranking, are compared with the GDP figures of the USA, the figure reaches 0.30%. Therefore, it is seen that the dependency ratio of the USA on tourism receipts is very low. In addition, the USA ranks first among the top 10 countries in terms of tourism receipts with a GDP of 70,248 USD per capita.

Table 7. Ratio of Tourism Receipts to GDP in Top 10 Countries in Tourism Receipts

Ranking	Countries	Tourism Receipts (Billion USD)	GDP (Trillion USD)	Ratio of Tourism Income to GDP (%)	GDP Per Capita (USD)
1	UAE	34.4	0.42	8.29	44,315
2	Türkiye	26.6	0.82	3.25	9,661
3	Spain	34.5	1.43	2.42	30,103
4	Mexico	19.8	1.27	1.56	10,045
5	France	40.6	2.96	1.37	43,659
6	Italy	25.2	2.11	1.20	35,657
7	Australia	17.0	1.55	1.09	60,443
8	UK	33.1	3.13	1.06	46,510
9	Germany	22.1	4.26	0.52	51,203
10	USA	70.2	23.32	0.30	70,248

Ref.: UNWTO and World Bank

When Table 7 is evaluated together with the receipts per tourist in Table 6, it can be said that the USA hosts high-income tourists. The ratio of tourism receipts to GDP in the United Arab Emirates is 8.29%, which is the highest rate among the countries in the table. Therefore, the country with the highest dependency rate on tourism revenues is the United Arab Emirates. Türkiye has a GDP of approximately 820 billion USD and tourism receipts of 26.6 billion USD. When these variables are proportioned, the figure reaches 3.25% and it is concluded that Türkiye ranks second in terms of dependency ratio on tourism revenues.

Tourism Expenditure

Tourism expenses arising from the country's citizens going abroad for touristic purposes are as important as the tourism receipts that a country receives from the tourists it hosts. While tourism receipts create a positive situation for the country's economy, tourism expenditure creates a negative situation. Tourism expenditure, which is on the negative side in economic indicators, can be evaluated from different perspectives by the citizens of the country. There are certain reasons why a country's tourism expenditure is low. Among these, factors such as the worse economic situation of the country, the more expensive foreign tourist travels, the imposition of additional taxes on international travels and the encouragement of domestic travel can be counted. In the table below, the tourism receipts and expenditures of the countries and their tourism deficits are compared.

Table 8. A Comparison of Top 10 Countries in Tourism Expenditures with Tourism Receipts

Ranking	Countries	Tourism Expenditure (Billion USD)	Tourism Receipts (Billion USD)	Difference (Billion USD)	GDP Per Capita (USD)
1	China	105.7	11.3	-94.4	12,556
2	Germany	47.8	22.1	-25.7	51,203
3	Belgium	14.7	6.3	-8.4	51,247
4	South Korea	16.7	10.5	-6.2	34,997
5	India	14.3	8.8	-5.5	2,256
6	France	34.6	40.6	6.0	43,659
7	UK	24.3	33.1	8.8	46,510
8	Italy	15.0	25.2	10.2	35,657
9	UAE	21.8	34.4	12.6	44,315
10	USA	56.9	70.2	13.3	70,248

Ref.: UNWTO and World Bank

In the table above, the top 10 countries in tourism expenditures are shown. The tourism receipts of these countries are also given, the income-expenditure balance is shown and the ranking is made according to the country with the most tourism deficit. The country with the highest tourism expenditure in the world is China with 105.7 billion USD. It is seen that China's tourism receipts are 11.3 billion USD and thus it has a tourism deficit of approximately 95 billion USD. China is a country that ranks first in the world in many areas such as population, exports and tourism expenditures. According to the World Trade Organization figures, China has reached an export figure of 3 trillion 364 billion USD. Looking at the export-import balance, it is seen that it has a foreign trade surplus of approximately 700 billion USD. In terms of GDP, it maintains the second place in the world, after the USA (23 trillion 315 billion USD) with a figure of 17 trillion 734 billion USD. Therefore, it can be said that the 94.4 billion USD tourism deficit is a very low figure for such a large scaled economy. Considering the situation in terms of population, the issue of how many citizens make up the tourism expenditure figure of approximately 105 billion USD, is also important. Because a huge number of citizens going abroad to create tourism expenses and a smaller number of citizens of another country creating the same expense should be evaluated from different perspectives. It is thought that China's high tourism expenditure figure is due to its high population.

Similar economic inferences can be made for Germany, which is in the second row of the table. Germany is among the leading countries in the world economy with 1 trillion 632 billion USD exports, 1 trillion 420 billion USD imports, 4 trillion 260 billion USD GDP figures. In the German economy, which has a foreign trade surplus of approximately 212 billion USD, the tourism deficit of 25.7 billion USD is a figure that can be ignored. On the other hand, due to the GDP per capita of 51,203 USD and the country's climate conditions being unsuitable for tourism, it is a normal situation for German citizens to tend to travel abroad and thus a tourism deficit of 25.7 billion.

The USA, which is at the bottom of the table, is one of the most important actors along with China in the world economy. The country, which has a foreign trade deficit of approximately 1 trillion 200 billion USD in terms of export-import balance, outstrips its closest rival China by approximately 5 trillion USD with a GDP of 23 trillion 315 billion USD. Although the GDP per capita in the country is 70,248 USD, it is seen that the evaluations made for Germany are not valid for the USA. It is seen that the country has a tourism surplus of approximately 13.3 billion USD. This figure is more than the tourism income of Greece (12.4 billion USD), which is in the 12th position in the ranking of the countries with the highest receipts from world tourism.

Ranking fourth in world tourism in terms of number of tourists and sixth in terms of tourism receipts, Türkiye

ranked 45th in tourism expenditures. Despite Türkiye's 26.6 billion USD tourism receipts, it has only 1.8 billion USD tourism expenditure and ranks first with a tourism surplus of approximately 24.8 billion USD. This figure is even more than Germany's 22.1 billion USD tourism receipts. However, it is difficult to say that the low tourism expenditure is always an advantage and a success. The fact that the tourism expenditure is low, leads to the conclusion that the people of the country participate less in international travels due to the reasons such as the negative economic situation, high exchange rate, visa difficulties. In addition, it can be said that the fact that almost every region and climate of Türkiye is suitable for tourism activities, leads the people of the country to domestic tourism more and contributes to the low cost of foreign tourism.

Conclusion

In this study, the ranking of countries according to a certain criterion in the statistical tables in the barometers published by the United Nations World Tourism Organization is emphasized. For example, France ranks first in terms of number of tourists, USA ranks first in terms of tourism receipts and China ranks first in terms of tourism expenditures. However, it would be a simple definition to say that the relevant countries are successful in tourism by only looking at these figures. In order to make a comprehensive definition of success, it is beneficial to compare the other data of the relevant countries with the tourism sector data.

The tourism sector is seen by many countries as the locomotive sector in economic development and advancement. Countries that have natural, historical and cultural attractions but do not have the chance to develop enough in terms of other economic activities are making efforts to develop the tourism sector. As part of these efforts, they develop various plans, strategies and objectives. In general, these targets include a certain figure in the number of tourists, total tourism receipts, per capita tourism income and overnight stays. As the numbers increase, there is intense pressure on cultural assets and as the tolerance limits of local people towards tourists are pushed, more importance is given to sustainability in the tourism sector. This is a topic discussed by other authors (Andreu et al., 2014; Bahar & Bozkurt, 2010; Bertocchi & Visentin, 2019) as well, and it needs to be addressed sensitively.

Most countries try to attract more tourists to their country by carrying out promotional activities and aim to increase tourism receipts in this way. The increasing number of tourists in line with the successful promotional activities and the recommendations of the tourists also increases the tourism receipts. Increasing tourism revenues allow countries to allocate more resources to their advertising efforts. Excluding the negative situations experienced in other countries of the world, within the borders of the country or in its close geography, touristic demand increases excessively as a natural consequence of this cycle. The increase in demand brings forth various problems. Excessive traffic density, noise and sound pollution, overcrowding of beaches, the density of cultural assets and local people's dissatisfaction with tourists can be given as examples of these problems. With the emergence of problems, countries which were previously trying to develop tourism, started to take various measures to reduce touristic demand. At this point, the paradox of the extent to which tourism should be developed for any country or destination emerges. Therefore, it is thought that while determining tourism-oriented targets, it is necessary to focus on a sustainable and planned development rather than focusing only on factors such as the number of tourists, tourism receipts, and overnight stay. This opinion is also supported by Lin & Fu, 2012.

When the tourism figures of the countries are examined, it is seen that some countries are in first place according to various criteria. However, when the other data (population, import, export, surface area, GDP, etc.) of some

countries, which are considered successful according to the tourism figures, are compared with the tourism data, the success status may change. For example, when the number of tourists coming to the country is compared with the population of the country, it is seen that there are excessive tourism movements in Greece, Austria and the United Arab Emirates. According to general acceptance (Buhalis, 2000; Harrison, 2017; Hughes, 2018), it is known that excessive tourism movements occur when more tourists come to any country than its own population. Therefore, planning should be done on how to prevent excessive tourism movements while creating tourism targets.

Considering the economic repercussions, it is reasonable for many countries or destinations to aim to continuously increase their tourism receipts. Because the tourism sector has a structure that supports the development of many sectors, reduces unemployment, increases development and reduces the current account deficit, and the economic return it provides has an important place in the GDP figures of countries. However, it is thought that various factors should be considered in order to be able to say that a country is successful according to its tourism receipts. For example, if the number of foreigners working in the tourism sector exceeds a certain rate, it will not contribute to reducing unemployment among the people of the country. In addition, while creating a tourism product, attention should be paid to the locality feature. The increase in the import level of the tourism product will cause both economic leakage and a decrease in the level of development of the local economy. Therefore, it can be said that focusing on local suppliers and local employees will increase success and development in tourism.

As a result, countries that plan to develop tourism should present their concrete goals comprehensively from the very beginning, which will prevent the emergence of excessive tourism movements. In addition, countries that see success in the tourism sector only in tourism figures may have to face more problems in the future if they do not take other data into account and do not plan accordingly.

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